

***It All Adds Up To Cleaner Air Initiative***  
**Seasonal Theme Program Materials: Summer**

**EVENT/ACTIVITY SUGGESTIONS**

Free or low-cost activities for community partners to consider implementing as part of their participation in the *It All Adds Up To Cleaner Air* summer program.

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***It All Adds Up To Cleaner Air***  
**Summer Event/Activity Suggestions**

- Partner with gas stations or service stations to distribute copies of the “Summer Roadtrip Checklist” and “What’s Your Air Quality IQ?” quiz. Travelers might like to take the quiz with their friends and family during summer roadtrips.
- Partner with AAA branches to promote fuel efficiency and car maintenance messages by displaying the *It All Adds Up To Cleaner Air* summer print ads in their public areas. Ask the branch manager to distribute the “Summer Roadtrip Checklist” from their travel counters. To find the AAA branch closest to you, please go to [http://www.aaamidatlantic.com/about/branch\\_locator.asp?dest=travel](http://www.aaamidatlantic.com/about/branch_locator.asp?dest=travel).
- Distribute the “Three Simple Steps for Summer” flyers at shopping malls during summer sales; summer festivals, fairs, or picnics; and other outdoor events.
- Partner with local radio stations to distribute the “Three Simple Steps for Summer” during their 4<sup>th</sup> of July celebrations and other summer events. Ask a radio personality to talk about the “Three Simple Steps for Summer” on ozone alert days.
- If you have a summer ozone-alert or environmental-education program, incorporate the summer materials into it.
- Partner with a local car rental company to hold a contest and give away a one-week rental of a low-emission, fuel-efficient car for the winner to use during their summer vacation.
- Partner with a local tire dealer or statewide tire dealer association to promote proper tire inflation. Partnership activities could include hosting a tire-pressure-check day, providing *It All Adds Up*-branded materials to residents who participate in a local event, or distributing information (fact sheets, etc.) on the effects of proper refueling and fuel efficiency on air quality.

- Partner with a local television station to have the anchors or reporters tout the “Three Simple Steps for Summer” on ozone alert days.
- Ask your local swimming pool managers to distribute the “What’s Your Air Quality IQ?” quiz from their snack counters. Parents and children can take the quiz together while relaxing poolside.
- Develop a flash e-mail about proper refueling, traffic congestion and air quality (or adapt the *It All Adds Up To Cleaner Air* summer program version) for your coalition members to share with their network of contacts.